

## PARENT AND FAMILY PROGRAMS | ANNUAL REPORT 2016 – 2017

---

The purpose of Parent and Family Programs is to educate, support, and connect family members of USF Students to the campus community through meaningful experiences. The department accomplishes its purpose by offering engaging campus events, communicating timely campus resources and deadlines, and serving as an advocate for families in need throughout their students tenure.

As part of the larger Student Affairs and Student Success reorganization, Parent and Family Programs joined Undergraduate Studies in July 2016. This alignment strengthened relationships which lead to an enhanced student and family experience to help further USF's path to Preeminence and AAU eligibility. Along with offering our traditional programs and services, the department focused on increasing outreach and communication to families, solidifying human and fiscal resources, elevating established services, and aligning programs with national best practices. Parent and Family Programs received national recognition from the Association of Higher Education Parent/Family Program Professionals for [Excellence in Publication](#) in the Newsletter category for the Parent & Family BULLETin.

Following are highlights of work completed during Academic Year 2016-2017.

- Responsible for 8,000 interactions with students and families via programs, presentations, campus collaborations, and office visitors.
- Fostered inclusive programs and services to support students and their family members.
  - Family & Friends Weekend: 1,079 students/families
    - Surpassed attendance target (108%). 26 events offered; 5 events by PFP
  - Orientation: 3,945 interactions; 3 presentations; 30 sessions
  - Grand Opening Welcome at Housing Check-in: 500 interactions
  - Fall Welcome Reception: 200 interactions, 52 letters written/sent to students
  - Bulls Day of Gratitude: 79 letters written/sent to families
  - Spring Family Day: 129 interactions
- Cultivated and maintained 25 campus and community partnerships
  - Established Family & Friends Weekend and Homecoming collaboration: 16 FFW partners
- Strengthened family coaching and outreach to support the success of USF students
  - Family Coaching: 75 conversations
    - Top themes; Academics, Mental Health, Student Wellness, Involvement, Transition
  - BULLETin e-newsletter: 4,049 average readers per month; 11 issues; 20 contributors; average open rate of 28.6%
  - Facebook: 8.5% increase
- Equipped and empowered student leaders with career-readiness skills and global competencies.
  - Trained and mentored Graduate Advisor (1); Intern (1 new); staff assistants (3).

### DEPARTMENT GOALS 2016-2017

---

The department established the following goals in 2016-2017. Efforts were made to meet/achieve all goals.

1. Enhance programs that support students and their family members: **MET**
  - a. Established Family and Friends Weekend & Homecoming collaboration: resulted in increased family participation.
  - b. Established presence during Transfer Orientation session; enhanced transfer family support
  - c. Received a donation from CSIFSL to provide a float for families during Family and Friends Weekend
2. Strengthen outreach to families to best support the success of USF students: **MET**
  - a. Partnered with AVP/Dean of Students to enhance campus communication pertaining to weather and closures to ensure families are accurately informed
  - b. Expanded comprehensive, timely communication plan for families through reinstatement of undergraduate intern position

- c. Launched Family of the Year Award: recognized outstanding USF family
  - d. Partnered with Undergraduate Admissions to create prospective family brochure
3. Strengthen business practices to maximize productivity of human and financial resources: **MET**
- a. Conducted a comprehensive AAU/SUS aspirational peer benchmark
  - b. Operationalized revenue generating strategies for unit; resulted in \$6,000 in donations
  - c. Established a three year budget projection: outlined needs and funding gaps
  - d. Secured four community sponsors for Family and Friends Weekend

---

## PARTNERSHIP AND COLLABORATIONS

The unit cultivated two new relationships and maintained 25 campus partnerships.

- Office of Academic Advocacy: *new*
- College of Arts and Sciences: Alliance & Suicide Prevention Lab in the Department of Psychology: *new*
- Office of Admissions
- Center for Leadership & Civic Engagement
- Counseling Center
- Office of Orientation
- Alumni Association
- University Housing
- FFW Partners:
  - Center for Leadership & Civic Engagement, Career Services, Athletics, USF Bookstore, USF Dining, Alumni Association, Kappa Delta Sorority, Center for Student Involvement & Office of Fraternity/Sorority Life, Marshall Student Center, Office of Dean of Students, Education Abroad, Campus Recreation, Student Government, Joint Military Leadership Center/ROTC, Parking & Transportation, New Student Connections
- Community Sponsors
  - USF Bookstore
  - USF Athletics
  - USF Dining

---

## NATIONAL AND UNIVERSITY SERVICE

Members of the department volunteered nationally through the following avenues.

- Megan Lopez: Conference volunteer at ACPA Annual Conference

Members of the department supported USF's student success efforts through service on the following committees.

- Jessica Fitzgerald
  - Chair: Family & Friends Weekend Planning Committee
  - Homecoming Steering Committee
  - CampU Scholarship Selection Committee
  - CSIFSL Recruitment Mediator
- Megan Lopez
  - Family of the Year Selection Committee

Members of the department shared USF's story with the following presentations.

- Riegler, K., & Fitzgerald, J. (2017, April). *The Great Strengths Hunt*. USF Health Executive Student Leadership Board, Tampa, Florida
- Fitzgerald, J. & Magley, T. (August 2016). *Advising and supervising*. CSA Graduate Orientation. Tampa, FL.

## **RECOGNITION AND AWARDS**

---

Received the Excellence in Publication in the Newsletter category for the Parent & Family BULLETIN by the Association of Higher Education Parent/Family Program Professional: <http://www.aheppp.org/aheppp-awards>.

## **PROFESSIONAL DEVELOPMENT**

---

Members of the department continued their education through the following experiences.

- Megan Lopez: ACPA Conference: March 2017

## **DEPARTMENT GOALS: 17-18**

---

- Expand access and participation for USF families.
  - Develop application process for requesting financial assistance to cover registration fee for Family and Friends Weekend
  - Expand family contacts through utilizing of Undergraduate Admissions emergency contact information
  - Explore additional communications and services needed to support special populations (i.e. out of state, international).
- Exploring feasibility of communicating with families whose students have been identified as high-risk for attrition.
- Expand critical student success partnerships
  - Establish Family Relations workgroup
  - Partner with ATLE to promote department services to faculty members
  - Strengthen partnership with INTO and develop intentional handoff between units

Activity	Events/Initiatives	2016-2017	Partners/Collaborations
<b>Yearly PFP Touch Points</b>		<b>6,307</b>	
<b>Bulletin</b>	Average Open Rate	28.6%	CLCE, Academic Advocacy, Housing & Residential Education, Bookstore, Alumni, Dining, Center for Well-being, Student Health Services, Counseling Center, Student Government, OMA, University Police, Athletics, OFSL/CSI, New Student Connections, Innovative Education, Career Services
	Average Readers Per Month	4,049	
	Family Readership Touchpoints	54,134	
<b>Summer/Fall Orientation</b>	First Year Families	2,406	Office of Orientation, Counseling Center
	Transfer Families	856	
	International Families	79	
<b>CampU Welcome Reception</b>	Participants	0	
	Families	0	
<b>Family and Friends Weekend</b>	Student registrations	317	JMLC/ROTC, Parking, Dining, Bookstore, Athletics, Alumni, Career Services, Marshall Student Center, OFSL/CSI, CLCE, Contemporary Art Museum, Campus Recreation, New Student Connections
	Family Member registrations	723	
	Youth registrations	39	
	<b>Total</b>	<b>1,079</b>	
	Ropes Course	72	
	Football Game	451	
	Send-off Breakfast	152	
<b>Fall Welcome Reception</b>	Welcome Reception	200	Alumni Association, Office of Orientation
<b>Bulls Day of Gratitude</b>	Amount of Letters	79	
<b>Spring Orientation</b>	First Year Families	272	Office of Orientation, Counseling Center
	Transfer Families	332	
	International Families	0	
<b>Spring Family Day</b>	Student registrations	38	Campus Recreation, Athletics
	Family Member registrations	82	
	Youth registrations	9	
	<b>Total</b>	<b>129</b>	
	Ropes Course	25	
<b>Prospective/ Admitted Student Events</b>	Admitted Students Days	1200	Admissions
<b>Family Coaching</b>	Calls/Emails	Not tracked in 16-17	
	Coaching/Referrals	75	
<b>Revenue Generated</b>	Family and Friends Weekend	\$30,509.00	
	Spring Family Day	\$2,427	
	Mail Appeals	\$5,933.00	
	<b>Total Revenue</b>	<b>\$38,869.00</b>	